ORDER

Orders Order / Rev: 704375 06262008 Alt Order #: OBAMA SKED C Product Desc: WKYC 1549 Estimate: 08/04/12 - 08/17/12 Flight Dates: Primary AE: Joe Knauer Sales Office: Original Date / Rev: 08/03/12 / 08/07/12 T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00

Bill Plan

Totals

P-2

AGY, GEN, POL

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 07/30/12 | 08/05/12 | 4 | \$20,250.00 | \$17,212.50 |
| 08/06/12 | 08/12/12 | 42 | \$62,675.00 | \$53,273.75 |
| 08/13/12 | 08/19/12 | 52 | \$36,850.00 | \$31,322.50 |

| Month | # Spots | Gross Amount | Net Amount | Rating |
|-------------|---------|--------------|--------------|--------|
| August 2012 | 98 | \$119,775.00 | \$101,808.75 | 0.00 |
| Totals | 98 | \$119,775.00 | \$101,808.75 | 0.00 |

Advertiser External ID:

Agency External ID:

Account Executives

Priority:

Revenue Codes:

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total | | | |
|-------------|-------|--------------|--|--|--|
| WKYC | 31% | \$119,775.00 | | | |
| Market | 100% | \$386,370.97 | | | |

| Competitive Share | Share | Total |
|-------------------|-------|-------------|
| CABLE | 0% | \$0.00 |
| WBNX | 1% | \$3,863.71 |
| WEWS | 25% | \$96,592.74 |
| WJW | 23% | \$88,865.32 |
| WOIO | 16% | \$61,819.35 |
| WUAB | 4% | \$15,454.84 |

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | oots | Rate Pri | Rtg Type | Spots | Amount |
|-----------|----------|----------|-------------------|------------|------------|--------------|--------|------|----------------|----------|-------|------------|
| E 1 WKYC | 08/13/12 | 08/17/12 | Days of Our Lives | c M | 1p-2p | MTWTF | :30 | 3 | \$500.00 P-2 | 0.00 NM | 3 | \$1,500.00 |
| | | | Days of Our Lives | 3 | | | | | | | | |
| DAYS-C | OUR LIVE | S< | | | | | | | | | | |
| Sta | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 08/ | 13/12 | 08/19/12 | MTWTF | 3 | \$500.00 | 0.00 | | | | | | |
| E 2 WKYC | 08/13/12 | 08/17/12 | M-F 10-11a | CM | 10a-11a | MTWTF | :30 | 5 | \$225.00 P-2 | 0.00 NM | 5 | \$1,125.00 |
| | | | TODAY SHOW | | | | | | | | | |
| TODAY | SHOW III | l | | | | | | | | | | |
| Sta | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 08/ | 13/12 | 08/19/12 | MTWTF | 5 | \$225.00 | 0.00 | | | | | | |
| E 3 WKYC | 08/06/12 | 08/10/12 | Olympics Weekda | ay DT CM | Olympics W | /eekdayMTWTF | :30 | 2 | \$1,000.00 P-2 | 0.00 NM | 2 | \$2,000.00 |

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Order / Rev: 704375 Advertiser: Obama/D/President

Channel 3 News Today @ 6AM

Alt Order #: 06262008 Product Desc: OBAMA SKED C WKYC

Flight Dates: 08/04/12 - 08/17/12 Estimate: 1549

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Olympics Weekday DT **OLYMPICS DAYTIME** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 08/06/12 08/12/12 MTWTF--\$1,000.00 0.00 E 4 WKYC 08/13/12 08/17/12 СМ MTWTF--:30 \$600.00 P-2 0.00 NM **Tonight Show** 1135p-1237a 2 2 \$1,200.00 Tonight Show TONITE SHW-NBC< **End Date** Start Date Weekdays Spots/Week Rate Rating MTWTF-Week: 08/13/12 08/19/12 \$600.00 0.00 E 5 WKYC 08/13/12 08/17/12 M-F 11a-1230p CM 11a-1230p MTWTF--:30 \$250.00 P-2 0.00 NM \$500.00 Live on Lakeside WKYC NEWS Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/13/12 08/19/12 MTWTF--\$250.00 0.00 E 6 WKYC 08/13/12 08/17/12 MTWTF--\$250.00 P-2 M-F 2-3p CM 2-3p :30 4 0.00 NM \$1,000.00 Rachel Ray RACHAEL RAY Weekdays **End Date** Start Date Spots/Week Rating Rate 08/19/12 MTWTF-Week: 08/13/12 \$250.00 0.00 E 7 WKYC 08/13/12 08/17/12 M-F 3-4p CM 3p-4p MTWTF--:30 3 \$350.00 P-2 0.00 NM 3 \$1,050.00 The Doctors DOCTORS< Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF-Week: 08/13/12 08/19/12 3 \$350.00 0.00 E 8 WKYC 08/13/12 08/17/12 Early Today СМ 4a-430a MTWTF--:30 5 \$25.00 P-2 0.00 NM \$75.00 3 Early Today EARLY TDAY-NBC< Weekdays Spots/Week Start Date **End Date** Rating Rate MTWTF--Week: 08/13/12 08/19/12 5 \$25.00 0.00 Weekdays Start/End Time Length Ch Date Range Description Rate Rtg Type Spot 1 NKYC 08/13/12-08/19/12 Early Today 4a-430a MTWThF---:30 (\$25.00) 0.00 NM See MG 26.2 5 NKYC 08/13/12-08/19/12 Early Today MTWThF----4a-430a :30 (\$25.00) 0.00 NM See MG 26.2 MTWTF--E 9 WKYC 08/13/12 08/17/12 M-F 4-5p СМ :30 \$425.00 P-2 0.00 NM \$1,700.00 4p-5p Ellen Degeneres ELLEN< Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 08/13/12 08/19/12 \$425.00 0.00 E 10 WKYC 08/13/12 08/17/12 CM MTWTF--:30 \$100.00 P-2 0.00 NM M-F 430a-5a 430a-5a 2 2 \$200.00 430a News CH 3 NEWS 430A< **End Date** Weekdays Start Date Spots/Week Rate Rating 08/19/12 MTWTF-Week: 08/13/12 \$100.00 0.00 E 11 WKYC 08/06/12 08/10/12 M-F 5-6p News (Olympic)M M-F 5-6P MTWTF--:30 5 \$1,400,00 P-2 0.00 NM 5 \$7,000.00 M-F 5-6p News (Olympics) OLYMPICS EN Weekdays **End Date** Start Date Spots/Week Rate Rating 08/12/12 MTWTF--Week: 08/06/12 5 \$1,400.00 0.00 E 12 WKYC 08/13/12 08/17/12 MTWTF--0.00 NM M-F 5-6p \$650.00 P-2 CM 5p-6p :30 4 \$2,600.00 Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rating Rate 08/19/12 MTWTF--Week: 08/13/12 4 \$650.00 0.00 E 13 WKYC 08/06/12 08/10/12 M-F 6-7a 6a-7a MTWTF--:30 8 \$750.00 P-2 0.00 NM \$6,000.00 Channel 3 News Today @ 6AM **OLYMPIC EARLY MORNING** Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 08/06/12 08/12/12 MTWTF--\$750.00 0.00 8 E 14 WKYC 08/13/12 08/17/12 6a-7a MTWTF--M-F 6-7a CM :30 \$850.00 P-2 0.00 NM \$1,700.00 2

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WKYC

Order / Rev: 704375

Alt Order #: 06262008

Advertiser: Obama/D/President

Estimate:

Ait Oldel #. 00202000

Product Desc: OBAMA SKED C

Flight Dates: 08/04/12 - 08/17/12

1549

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount CH3 NEWS TODAY Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 08/13/12 08/19/12 MTWTF--\$850.00 0.00 E 15 WKYC 08/13/12 08/17/12 M-F 7-730p СМ 7-730p MTWTF--:30 3 \$1,200,00 P-2 0.00 NM 3 \$3,600.00 Channel 3 News at 7P CH 3 NWS AT 7< Start Date Weekdays **End Date** Spots/Week Rate Rating MTWTF-Week: 08/13/12 08/19/12 \$1,200.00 0.00 E 16 WKYC 08/06/12 08/10/12 M-F 7-730p MTWTF--:30 3 \$1,400.00 P-2 0.00 NM \$4,200.00 CM 7-730p Channel 3 News at 7P **OLYMPIC EN** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 MTWTF--\$1,400.00 0.00 E 17 WKYC 08/06/12 08/10/12 M-F 7-9a Today MTWTF--:30 10 \$750.00 P-2 0.00 NM \$7,500.00 CM 7a-9a 10 **Today Show** OLYMPIC EARLY MORNING Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF-Week: 08/06/12 08/12/12 10 \$750.00 0.00 E 18 WKYC 08/13/12 08/17/12 M-F 7-9a Today СМ 7a-9a MTWTF--:30 8 \$850.00 P-2 0.00 NM 8 \$6,800.00 **Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF-Week: 08/13/12 08/19/12 8 \$850.00 0.00 E 19 WKYC 08/13/12 08/17/12 M-F 730-8p СМ 730-8p MTWTF--:30 5 \$1.200.00 P-2 0.00 NM 5 \$6,000.00 **Entertainment Tonight ENT TONIGHT 30<** Weekdays Spots/Week **End Date** Start Date Rating Rate Week: 08/13/12 08/19/12 MTWTF--5 \$1,200.00 0.00 E 20 WKYC 08/06/12 08/10/12 Olympics Prime Olympic PrimetimeMTWTF--CM :30 1 \$12,000.00 P-2 0.00 NM \$12,000.00 Olympic Primetime **OLYMPIC PRIME** Weekdays **End Date** Spots/Week Rating Start Date Rate MTWTF-08/12/12 0.00 Week: 08/06/12 1\$12,000.00 M-F 9-10a Today II MTWTF--\$550.00 P-2 E 21 WKYC 08/06/12 08/10/12 СМ 9a-10a :30 2 0.00 NM 2 \$1,100.00 Today Show II OLYMPICS DAYTIME Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/06/12 08/12/12 MTWTF--\$550.00 0.00 4 \$2,400.00 P-2 E 22 WKYC 08/04/12 08/10/12 Olympic Late News CM 12x-12:35x MTWTFSS :30 0.00 NM \$9,600.00 Olympic Late News OLYMPIC LN Start Date Spots/Week **End Date** Weekdays Rating Rate 08/10/12 **MTWTFSS** Week: 08/04/12 4 \$2,400.00 0.00 E 23 WKYC 08/11/12 08/17/12 EN (M-Su) CM M-F 6-730pm/SS 6MTWTFSS :30 2 \$1,800.00 P-2 0.00 NM \$3,600.00 Early News (M-Su) (6:00 PM-6:30 PM) CH 3 NWS AT 6< Weekdays Spots/Week Start Date **End Date** Rate Rating MTWTFSS Week: 08/11/12 08/17/12 \$1,800.00 0.00 E 24 WKYC 08/04/12 08/10/12 СМ M-F 6-730pm/SS 6MTWTFSS 5 \$2,000.00 P-2 0.00 NM EN (M-Su) :30 \$10,000.00 (6:00 PM-6:30 PM) Early News (M-Su) **OLYMPICS EN** Weekdays Rating Start Date End Date Spots/Week Rate Week: 08/04/12 08/10/12 MTWTFSS \$2,000.00 0.00 E 25 WKYC 08/11/12 08/12/12 EN (Sa-Su) CM 6P-7P Sa/Su ---SS :30 2 \$2,000.00 P-2 0.00 NM \$4,000.00 Early News (Sa-Su) (6:00 PM-6:30 PM) **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 08/06/12 08/12/12 - - - - SS 0.00 \$2,000.00 E 26 WKYC 08/11/12 08/11/12 CM \$125.00 P-2 0.00 NM \$1,475.00 Sat 1030a-11a Sat 1030-11a - - - - S-:30 1 Sat 1030-11a SAT NEWS

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 704375
 Advertiser:
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 Alt Order #:
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 Product Desc:
 OBAMA SKED C
 WKYC

Flight Dates: 08/04/12 - 08/17/12 Estimate: 1549

| Ln Ch Start End | Inventory Code Bre | ak Start/End T | Γime Days | Len Spots | Rate Pri | Pta Typo | Spots | Amount |
|---|--|--------------------------------|-----------|------------------------------|---------------------------------------|---------------------|-------|--------------------|
| E 26 WKYC 08/11/12 08/11/12 | <u> </u> | | <u> </u> | • | | 0.00 NM | 3p0i3 | \$1.475.00 |
| L20 WKTC 00/11/12 00/11/12 | Sat 1030a-11a Civi | 3at 1030-11 | a5- | .50 1 | ψ123.001 -2 | 0.00 INIVI | · ' | φ1,475.00 |
| SAT NEWS | | | | | | | | |
| Start Date End Date | | ek Rate | Rating | | | | | |
| Week: 08/06/12 08/12/12 | S- | 1 \$125.00 | 0.00 | | | | | |
| Spot Ch Date Range 1 NKYC 08/06/12-08/12/12 | | Start/End Time Sat 1030-11a | | <u>Weekdays Le</u> Sa | | Rtg Type 0.00 NM | | |
| See MG 26.2 | Sat 1030a-11a | oat 1030-11a | • | sa | .30 (\$120.00) | 0.00 14141 | | |
| 2 NKYC 08/08/12-08/11/12 | Olympics Late Fringe (| Olympic Late Frin | ı - | WThFSa | :30 \$1,475.00 | 0.00 NM | | |
| ⊕ MG for 8.1,8.5,28.1,27 | , , | , | • | | · · · · · · · · · · · · · · · · · · · | | | |
| E 27 WKYC 08/12/12 08/12/12 | 2 Su 12-1230p CM | 12-1230p /S | SuS | 5 :30 1 | \$450.00 P-2 | 0.00 NM | 0 | \$0.00 |
| | Channel 3 News at Noon S | • | | | ******* | | - | 75.55 |
| NOON NEWS | | | | | | | | |
| Start Date End Date | | | Rating | | | | | |
| Week: 08/06/12 08/12/12 Spot Ch Date Range | S Description | 1 \$450.00 Start/End Time | 0.00 | Weekdays Le | ength Rate | Rtg Type | | |
| 1 NKYC 08/06/12-08/12/12 | | 2-1230p /Su | <u>.</u> | Su | 30 (\$450.00) | | | |
| See MG 26.2 | | , | | | (7:20:00) | | | |
| E 28 WKYC 08/12/12 08/12/12 | 2 Sun 9-1030a CM | 9a-1030a | S | 5 :30 1 | \$850.00 P-2 | 0.00 NM | 0 | \$0.00 |
| | Channel 3 News Sun 9a | | | | ******* | | - | ***** |
| NEWS | | | | | | | | |
| Start Date End Date | | | Rating | | | | | |
| Week: 08/06/12 08/12/12 Spot Ch Date Range | Description S | 1 \$850.00 Start/End Time | 0.00 | Weekdays Le | anath Pata | Rtg Type | | |
| 1 NKYC 08/06/12-08/12/12 | | a-1030a | - | Su | | 0.00 NM | | |
| See MG 26.2 | <i>-</i> | | | 54 | .σσ (φοσσίου) | 0.00 7 | | |
| E 29 WKYC 08/14/12 08/14/12 | 2 Tues Prime Other CM | Various | - T | :30 1 | \$6.000.00 P-2 | 0.00 NM | 1 | \$6,000.00 |
| | Tues Prime Other | (8:00 PM-10: | :00 PM) | | ψο,οσσίσσι = | 0.00 | · | ψο,σσσ.σσ |
| AGT | | | | | | | | |
| Start Date End Date | | | Rating | | | | | |
| Week: 08/13/12 08/19/12 | -T | 1 \$6,000.00 | 0.00 | | | 0.00.1114 | | 0.40.050.00 |
| N30 WKYC 08/04/12 08/04/12 | 2 Olympics Prime CM Olympic Primetime | Olympic Prir | metimeS- | :30 2 | \$8,125.00 P-2 | 0.00 NM | 2 | \$16,250.00 |
| Start Date End Date | , , | ek Rate | Rating | | | | | |
| Week: 07/30/12 08/05/12 | S- | 2 \$8,125.00 | 0.00 | | | | | |
| 30/00/12 | - | = 40,.20.00 | | | | | | |

Totals 98 \$119,775.00